BTEC Assignment Brief

Qualification	Pearson BTEC International Level 3 Certificate in Hospitality Pearson BTEC International Level 3 Subsidiary Diploma in Hospitality Pearson BTEC International Level 3 Foundation Diploma in Hospitality Pearson BTEC International Level 3 Diploma in Hospitality Pearson BTEC International Level 3 Extended Diploma in Hospitality
Unit number and title	**Unit 23: Personal Selling and Promotional Skills for Hospitality**
Learning aim(s)	**B**: Create a promotional mix for use in a hospitality business.
Assignment title	**My promotional mix**
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You are continuing your work as a trainee in a marketing department. Your manager is impressed with your work so far and has asked you to create a promotional mix for a business of your choice.
Task 1	You will need to research a number of hospitality businesses to choose **one** to create a promotional mix for. This could be e.g. a hotel, a takeaway or fast food outlet, a contract food service provider, a local authority provision, a sporting club or a music event. Your manager has asked you to submit a report in **three** parts: **The business and its aims:** • An outline of the chosen hospitality business • The objectives of the promotional activities and links to the business' aims • The intended customers for the promotional activities **The promotional mix:** • A promotional mix (advertising, sales promotion, PR

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	activities, direct marketing, personal selling) How legal and ethical issues may affect the promotional mix **Success or failure:** • The likely extent to which the proposed promotional mix will meet the needs of the customers. Your report must use appropriate marketing terminology accurately and be clearly and fluently expressed so it can be understood by your manager. All conclusions will be fully justified and supported by good use of independent research evidence.

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
B.D2	Evaluate the likely extent to which the proposed promotional mix will meet the needs of the hospitality business's customers.
B.M2	Develop a justified promotional mix for a chosen hospitality business.
B.P4	Explain how legal and ethical issues affect the promotional mix
B.P3	Develop a promotional mix for a chosen hospitality business.
Checklist of evidence required	An independent report A research log

Sources of information to support you with this Assignment	BOWIE D, BUTTLE, F, BROOKES M AND MARIUSSEN A. (2016) Hospitality Marketing, 3rd edition, Routledge. BRASSINGTON, F. and PETTITT, S. (2012) Essentials of Marketing. 3rd Ed. Harlow: Pearson. GROUCUTT, J. and HOPKINS, C. (2015) Marketing (Business Briefings). London: Palgrave Macmillan. JOBBER, D. and CHADWICK, F. (2012) Principles and Practice of Marketing. 7th Ed. Maidenhead: McGraw-Hill. KOTLER, P, BOWEN, J, MAKENS J AND BALOGLU S (2016) Marketing for Hospitality and Tourism, Global Edition, 7th edition, Pearson
Other assessment materials attached to this Assignment Brief	*N/A*

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